

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

February 26, 1997

RJR Account #180000

R. Rinde  
ELMIRA DISTRIBUTING

## APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Rich:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 33 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. (*Enough product has been ordered to pack 30 Displays; utilize on-hand product to pack additional 3 Displays.*) All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u>	<u>Cases</u>
12300-15312	FF 100	1	
12300-15212	Light 100	1	

PO #032497

Product / Premium Arrival:

March 24, 1997

Ship Date to Retail:

Week of: March 31, 1997

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$1,052.02

Non-EFT \$ Amount:

\$N/A

51862 3798

-2-

B2GPF

ELMIRA DISTRIBUTING

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100 / Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**  
**SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$63.00 (2.25 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: A. Zecca

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-APRDOR.DOC

51862 3799

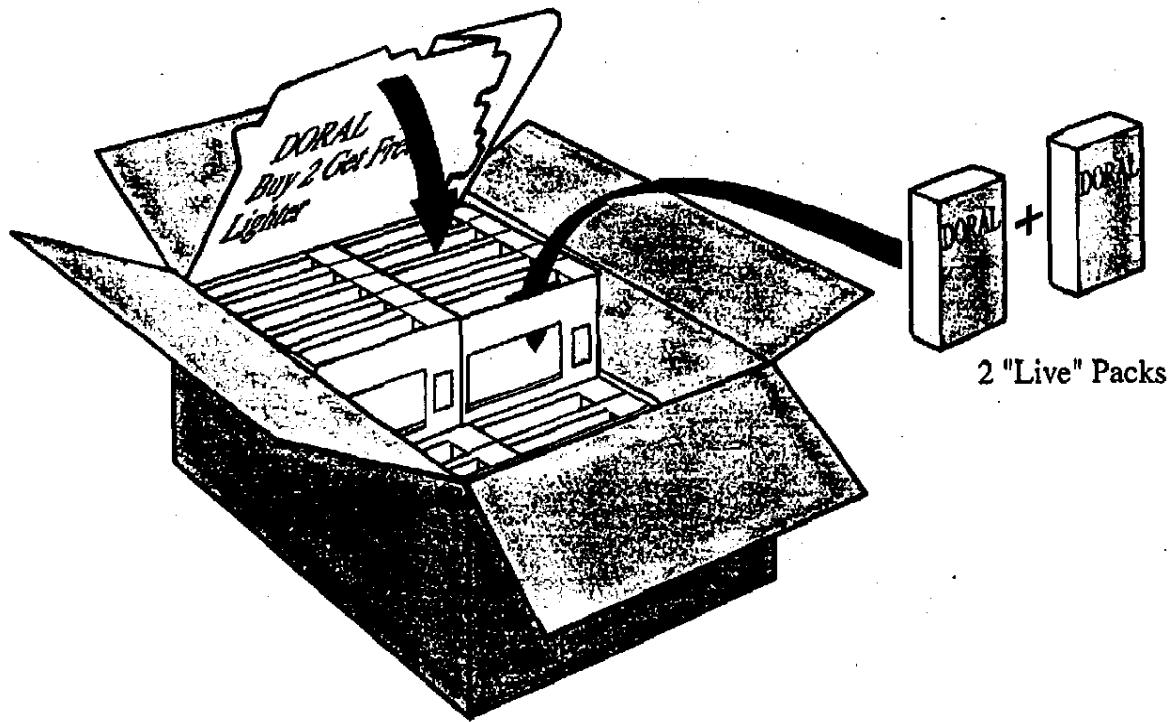
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR.'97

### April DORAL B2GF Lighter

#### STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

51862 3800

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
 TEMPLATE : 700050 70400 DORAL APR LTR  
 TEMPLATE SEQ : 0004  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162203	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1	0362-0102	046292	(607)732-1275	
162203		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1			(607)734-4296	
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1			(607)699-3104	
162203		035860	HARNAS READI MART	ROUTE 223	ERIN	NY	14838	1			(607)796-2770	
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2			(607)324-1560	
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	2			(315)597-6300	
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	2			(716)394-4490	
162605		429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	2			(315)548-5046	
162203	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1			(607)962-3221	
162203	162228	269831	MINIERS	2914 CANAL ST	BIG FLATS	NY	14814	1			(607)562-8015	
162203	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14883	1			(607)589-4999	
162203		727822	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	1				
162203	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1			(607)796-9208	
162203	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	2			(607)739-5401	
162203	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	1 NYS			(607)535-2152	
162203	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1 NYS			(607)535-7515	
162203	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1 NYS			(607)739-8958	
162203	162228	763838	HESS #32221	100 COLLEGE AVE	ELMIRA HEIGHTS	NY	14903	1 NYS	0353-0100		(607)734-7744	
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	4 NYS			(716)728-2821	
162203	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1 NYS			(607)594-3688	
162203	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1 NYS			(607)936-4552	
162203	162231	269425	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY	14850	3 NYS			(607)272-6290	
162203	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1 NYS	0990-0000		(607)962-7675	

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 33

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 33

51862 3801